

### III. Program Tools

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This section provides coaches with program suggestions and useful implementation tools. The materials are generic for any health theme and can be duplicated as handouts.

#### **Roles and Responsibilities of Coaches**

This handout reviews the unique role of the program coach and helps them plan their work approach.

#### **Tips for Coaches**

This document gives tips for coaches on their role and on how to work with the program participants.

#### **Suggested Activities**

This is a list of activities for each monthly health theme from the *Pick Your Path to Health* campaign that coaches may want to use or adapt to fit their program.

#### **President's Challenge**

This document details a program sponsored by the President's Council on Physical Fitness and Sports to encourage women to be physically active. It's a great program to offer to program participants.

#### **Goal Sheets**

These worksheets are designed for women to help them develop their personal health goals using the 12 monthly *Pick Your Path to Health* themes. Two additional sheets specifically for women who live in rural areas and women with disabilities are also included to reflect the particular needs of these populations. If needed, coaches can decide to include these depending on the make-up of the women in their specific programs.

#### **Working with the Media**

This section includes information about promoting your *Pick Your Path to Health* program within the community, using a variety of media tools including press releases, proclamations, public service announcements, and talking points.

#### **Materials Order Form**

The *Pick Your Path to Health* campaign offers an array of high-quality materials to support your program. Each program coach has the opportunity to order these materials using the order form included in this section. Keep in mind that you will need materials not only during the implementation phase but also throughout the contract period.

- **2004 Pocket Planners\*:** 12-month planners that offer suggested weekly action steps based on the monthly *Pick Your Path to Health* campaign themes. Each planner includes a comprehensive list of health resources in the back section. (Seven populations featured). 2004 planners will be available to order in April. A sample 2003 planner is included.
- **2004 Women's Health for the Homefront Daybook:** This daybook contains a wealth of up-to-date information on good health practices and is a must have resource for participants.

### III. Program Tools

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- **Listserv Cards\***: Sign-up cards for participants who would like to receive weekly health tips via email from the *Pick Your Path to Health* campaign.
- **Posters\***: High-quality, full color *Pick Your Path to Health* posters that can be displayed in your program, or any other community organization that supports your program or promotes health issues.

\* A sample of this resource is enclosed in the back pocket of this Resource Guide.

# Roles and Responsibilities of Coaches

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As a *Pick Your Path to Health* coach and mentor, you play a unique and pivotal role in leading women on the path to good health. You will engage, motivate, educate, and empower women to take simple steps to improve their health in a variety of areas.

Consider the characteristics of a coach versus a mentor that you will combine in your position.

Attributes	Coach	Mentor
Focus	Performance	Individual
Role	Specific agenda	Facilitator without agenda
Relationship	Comes with the job	Self-selecting
Source of influence	Position	Perceived value
Personal returns	Teamwork/performance	Affirmation/learning
Arena	Task related	Life

Your role as a coach and mentor will involve focusing on the women and their individual needs in the program, and supporting their long-range health goals. You will also assist them with developing concrete, obtainable goals and you will help them monitor their progress.

In summary, a mentor has a personal interest in a participant—a “friend” who cares about them and their long-term development. A coach develops specific skills and strategies to achieve the goals, overcome challenges, and produce the expected outcomes of the program’s participants.

For your consideration, here are select descriptions of what a successful coach and mentor do. You undoubtedly can think of more or add to this list, but this is to get you started on thinking about your role and how you want to establish a relationship with the women you will coach.

- ◆ Assists with developing and setting attainable goals
- ◆ Empowers others
- ◆ Challenges women to do their best
- ◆ Allows women to make their own decisions
- ◆ Maintains a results-orientated approach
- ◆ Keeps women focused on the goals ahead
- ◆ Supports women in working out problems for themselves
- ◆ Offers emotional encouragement and instills confidence
- ◆ Guides and teaches learning skills and strategies
- ◆ Offers constructive feedback
- ◆ Communicates in a variety of styles

# Tips for Coaches

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As a *Pick Your Path to Health* coach, you play a key role in leading women on the path to good health. Here are some tips to help you succeed.

**Establish rapport.** Make sure that participants are comfortable in your environment. Tell them about yourself and show a genuine sense of curiosity and interest about their situation.

**Focus on the person's goals, not yours.** Try to help the participant move toward establishing her own meaningful goals and she will be more likely to achieve them.

**Clarify roles.** You are the listener, helper, and motivator. Your role is to help identify strengths and help participants create a plan to reach their own personal goals.

**Make sure the person is fully engaged.** Participants who feel awake, interested, like part of your team, and participate actively are more likely to succeed.

**Make suggestions based on each individual's strengths.** Every participant has unique strengths to help her achieve her goals. Help her see those strengths and you will inspire her to reach her potential.

**Focus on what works.** You can prevent lapses from becoming collapses by focusing on what is going right and looking for lessons learned. Don't simply urge more willpower.

**Listen well.** Don't ignore obstacles and unmet needs. Listen actively to the participants' concerns and appreciate their ambivalence. Try to summarize what they say to you, and ask good questions.

**Contact NWHIC.** The National Women's Health Information Center (NWHIC) can provide you with free health information and resources for your participants. Call 1-800-994-WOMAN or visit <http://www.4woman.gov> to learn more.

# Suggested Activities

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The following are suggestions or ideas that you may want to incorporate into your program design for each of the 12 monthly health themes. There are also ideas for celebrating the 5th annual National Women's Health Week, May 9-15, 2004. These are just a few suggested activities and by all means do not exhaust all the possibilities at your disposal.

## ***January – Spirituality: Find the strength within.***

- Ask the women to come up with a creative or unique way to show how they find the strength within and share it with other members of the group.
- Ask chaplains at local hospitals, universities, and military bases to participate in a free seminar on “Women's Health and Spirituality.”
- Hire a yoga instructor for an introductory session.
- Plan programs on meditation or other activities that reduce stress.
- Have the women keep a journal in which they take some time each day or each week to reflect and write down what they've done to embrace their spirituality.

## ***February – Weight Management: Vital for long-term wellness.***

- Sponsor a lunchtime potluck where each member brings a healthy dish or item to share.
- Start a listserv and e-mail weekly menus and words of encouragement to participants.
- Have a nutrition expert give a workshop on food: serving sizes, low-fat alternatives to a variety of foods, options for eating out, how to cook foods in different ways, and how to choose fresh, ripe food. Plan a field trip to a local farmer's market to discover fresh food alternatives.
- Take a field trip to the grocery store to shop or give guidance on healthy, low-cost shopping, with particular emphasis on what to buy or not buy for particular health conditions (diabetes, high blood pressure, and so on).

## ***March – Physical Activity: Stay Active. Live Longer.***

- Offer a “healthy heart” aerobics or stretch class to women through a local gym.
- Start a women's walking club.
- Sponsor a women's community sports team.
- Invite a fitness expert to speak about the importance of hydration, injury prevention, strength training for women, and suggestions for using common household items as free weights.

## ***April – Alcohol Use: Know your limits.***

- Invite a speaker from a service/support organization to speak on the effects of alcohol on the body, signs of alcoholism, where to get family support, and resources in the community.
- Have a contest for the most creative non-alcoholic drink, and give the winners a thoughtful, health-related prize. Have all the participants serve as judges.

## ***May – Mental Health: Lower your stress.***

- Establish a support group for women that focuses on relieving stress.
- Conduct depression screenings for a group of women and provide ongoing support.
- Provide literature on mental health topics.
- Have students of massage give instruction on how to give massages; have women get a seated massage.

# Suggested Activities

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## ***June – Responsible Sexual Behavior: Think before you act.***

- Provide information on abstinence, contraceptives, and safe sex.
- Have a nurse practitioner or other health professional speak on what to expect during a gynecological exam and walk participants through the process of a mammogram and Pap smear, explaining what the results of each exam mean.
- Have an expert talk about STDs and HIV prevention and symptoms.
- Have the group create a community campaign aimed at teens and young adults on the benefits of safe sex.

## ***July – Drug Abuse: Use and you lose.***

- Invite a speaker from a drug abuse support organization to talk with your group about services and resources in the community, signs of drug addiction, and what to do if you live with someone who has a drug problem.
- Have a medical expert talk about the proper use of prescription drugs and the dangers of prescription drug abuse.
- Identify what family support is available in the community.

## ***August – Health Care Access: Your health matters.***

- Hold a women's health fair.
- Invite insurance companies to sponsor a general "benefits workshop" on what to look for in a health plan, what kind of coverage is right for your family, etc.
- Have a physician speak on how to find the right primary care physician—including what questions to ask. Make sure the physician is of the same cultural background as the women, if possible.

## ***September – Prevention: It's better than a cure.***

- Partner with a women's clinic to offer free or low-cost immunizations.
- Hold an informational workshop on adult immunizations.
- Hold an immunization recordkeeping session and have everyone create an immunization folder/chart that identifies all the immunizations they have received.
- Provide women a list of community health screenings in the community, such as diabetes, cholesterol, blood pressure, mammography, and so on.

## ***October – Violence Prevention: Empower yourself.***

- Encourage volunteer participation at a local women's shelter.
- Sponsor an "open house" at your organization with representatives from local women's shelters and help publicize their services.
- Have each participant write up their emergency plan to leave a violent situation.
- Have women identify or begin to set up a support system for themselves.

## Suggested Activities

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### *November – Tobacco Use: Smoking—costly to your LIFE and your wallet.*

- Start a smokers support group for women who want to quit.
- Hold an educational seminar on second-hand smoke.
- Have each person keep track of the number of cigarettes smoked in a week and tally up the cost; then help them come up with ways they could spend the money saved.

### *December – Family: Get support from those who care.*

- Offer storytelling sessions that are open to the public.
- Organize a family picnic day for the women in your group.
- Have the group create a family tree and help them look into their family history—including health history—to share with their other family members.

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## 10 Ways to Celebrate National Women's Health Week

Plan now to join the 2004 National Women's Health Week celebration, May 9-15. There are many reasons and many ways to participate in this nationwide celebration of women's health. Try some of the suggestions below.

1. Hold a kickoff event announcing National Women's Health Week in your community. Invite the mayor, other community leaders, health educators, the media, and the public.
2. Organize community activities such as free cholesterol, blood pressure, depression, hearing, and bone density screenings.
3. Incorporate women's health lectures and discussions into health education programs at senior centers, health departments, and other community meeting places during the week.
4. Sponsor a wellness walk/jog and provide participants with free health information.
5. Host a tea at your local church and talk about a current women's health issue; include information about it in the church flyers/newsletters.
6. Hold a town hall meeting on a major women's health issue and broadcast it via satellite to communities across the nation.
7. Have participants of your event take the National Women's Health Week Challenge and adopt an active lifestyle. Sign up at <http://www.presidentschallenge.org> and enter **Group ID Number: 5295 and Group Member ID/Name: Women's Health Week 2004.**
8. Plan a health fair and include healthy cooking and fitness demonstrations.
9. Ask the local college or university to host a women's health symposium to update physicians and other health care professionals on recent research in the field of women's health. Work with them to identify topics and speakers.
10. Encourage your local newspapers or school districts to sponsor essay, poetry, oratory, and/or poster contests on National Women's Health Week, in which young people are asked to explain why it is important to stay healthy.

For more information about National Women's Health Week, visit <http://www.4woman.gov/whw/2004> or call 1-800-994-WOMAN (9662), or TTY: (888) 220-5446.

# President's Challenge

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The President's Council on Physical Fitness and Sports is working with the *Pick Your Path to Health* campaign to encourage women of all ages to be physically active through the use of the President's Challenge program.

To motivate women of all ages to get moving, this year's *Pick Your Path to Health* program is promoting the President's Challenge Presidential Active Lifestyle Award (PALA) as the tracking tool to get women off the couch and moving towards improved health.

Earning the PALA is simple and implementing it is even easier. The PALA is based on the principle that health benefits are achieved with as little as 30 minutes of moderate physical activity (equivalent to brisk walking) at least 5 days a week. The President's Challenge understands that time is precious—especially for working women and busy mothers. Therefore, activity can be accumulated over three 10-minute sessions and lots of activities count: walking, housework, biking, playing ball with the kids or grandkids, yoga, stretching—the list is practically endless!

Implementing the PALA program is easy.

- Provide each participant with a copy of the physical activity log included on the next page.
- Encourage each participant to log her activity each day (30 minutes is all it takes).
- If using a pedometer, shoot for a goal of 10,000 steps each day.
- After six weeks, each participant signs her log verifying her completion of the program and turns it in to you, the program administrator.
- Celebrate each participant's accomplishment at the end of the 6 weeks by awarding her the PALA certificate.

If you have an audience that has quick and easy access to a computer, you can encourage them to go to <http://www.presidentschallenge.org>. On this interactive Web site, a participant can create an individual activity log which tracks progress on the way to earning the PALA. To create a log, simply follow the instructions below:

- From the home page, click on the "Adults" box.
- Click on "Sign me up" at the bottom of the page.
- Enter in the information requested (when prompted, choose the PALA program).
- Log activities by inserting the date, selecting the activity, and entering the time and intensity. The log requires that activities be entered within 14 days of completion.
- Each participant can view her progress along the way and will be notified when she has earned the PALA.

Have each participant print off her award notice and turn it in to you to redeem her certificate and celebrate her accomplishment.



# Goal Sheet

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*Spirituality: Find the strength within.*

My goals for spirituality are:

❖ Take a moment to celebrate my spirit.

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❖ Believe in myself—write at least five things I do best.

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❖ Measure success by how much health, peace, and joy I have.

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❖ Make a list of victories I can celebrate in my life.

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# Goal Sheet

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## *Weight Management: Vital for long-term wellness.*

My goals for weight management are:

- ❖ Carry a water bottle with me and refill at least three times a day.
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- ❖ Use the *Pick Your Path to Health* pocket planner to keep track of the fruits and vegetables I eat daily.
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- ❖ Use homegrown seasonings and herbs to spice up my food.
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- ❖ Try baking, broiling, or steaming my food instead of frying it.
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- ❖ Exercise to burn some of the calories I take in.
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# Goal Sheet

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## *Physical Activity: Stay active. Live longer.*

My goals for physical activity are:

❖ Go for a walk with a friend everyday.

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❖ Put on some music and dance.

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❖ Keep my walking shoes handy.

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❖ Start to exercise gradually and work my way up.

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# Goal Sheet

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## *Alcohol Use: Know my limits.*

My goals for being aware of alcohol use are:

- ❖ Stop at two drinks to avoid behavior I may regret.
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- ❖ Take steps not to get pregnant if I've abused drugs or alcohol in the past year.
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- ❖ Take a girlfriend's keys and don't let a friend drive drunk.
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- ❖ Seek counseling if I or a member of my household has problems with alcohol.
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- ❖ Throw alcohol-free parties.
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# Goal Sheet

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## *Mental Health: Lower my stress.*

My goals for improving mental health are:

- ❖ Protect my last good nerve. Try deep breathing, massage, meditation, prayer, and exercise.
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- ❖ Don't sweat the small stuff: choose the really necessary things that need to get done today.
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- ❖ Get together with my girlfriends at least once a month to laugh, cry, and support one another.
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- ❖ Don't be afraid to seek counseling.
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## Goal Sheet

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### *Responsible Sexual Behavior: Think before I act.*

My goals for responsible sexual behavior are:

❖ Don't be afraid to say "no!" It's my body and my life.

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❖ Abstain from sex or practice safe sex every time.

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❖ Get tested for HIV/AIDS.

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❖ Get tested for STDs regularly, even if I have no symptoms.

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❖ Ask my partner about his sexual history and ask him to get tested for STDs and HIV.

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## Goal Sheet

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### *Drug Abuse: Use and I lose.*

My goals for preventing drug abuse are:

- ❖ Don't experiment with drugs, and learn more about drug addiction.
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- ❖ Don't take medications prescribed to others.
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- ❖ Seek help if I am in a relationship with a drug abuser, and get help for both of us.
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- ❖ Give addicts the support they need to quit.
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## Goal Sheet

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### *Health Care Access: My health matters.*

My goals for improving access to health care services are:

- ❖ Schedule routine check-ups for myself and my family.
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- ❖ Make a list of questions or concerns to discuss with my doctor.
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- ❖ Speak up if I don't understand my doctor's instructions.
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- ❖ Learn more about Government-sponsored, low-cost, or free health insurance programs.
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# Goal Sheet

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*Prevention: It's better than a cure.*

My goals for prevention are:

- ❖ Have my blood pressure, blood sugar, and cholesterol checked.
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- ❖ Ask my local pharmacist where to get a flu shot.
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- ❖ Schedule a Pap test and pelvic exam.
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- ❖ To help prevent osteoporosis, eat a well-balanced diet rich in calcium and vitamin D, exercise regularly, and don't smoke.
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# Goal Sheet

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## *Violence Prevention: Empower myself.*

My goals for violence prevention are:

❖ Make a list of safe places where I can go to protect myself from abuse.

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❖ Empower myself! Sign up for a self-defense class.

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❖ Always stay in touch with friends and family.

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❖ Don't keep abuse a secret—seek help, instead.

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## Goal Sheet

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*Tobacco Use: Smoking—costly to my LIFE and my wallet.*

My goals for avoiding or quitting smoking are:

❖ Make a list of 10 things to do with my money instead of smoking.

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❖ Create a no-smoking rule in my home.

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❖ Find a support program in my community to help me stop smoking.

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❖ Make a pact with myself to stop smoking or to never start smoking.

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## Goal Sheet

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*Family: Get support from those who care.*

My goals for family are:

❖ Have fun with my family this week.

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❖ Ask family members for help if family responsibilities are causing me stress.

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❖ Plan a funny-family-story night and invite aunts, uncles, and grandparents.

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❖ Plan a family picnic.

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❖ Make bedtime a set time for kids each night.

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## Goal Sheet

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### *Heat Stress Prevention: Keep it cool.*

My goals for heat stress prevention are:

❖ Drink at least 8 ounces of water every 20 minutes while working in the heat.

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❖ Keep myself well ventilated and shielded from heat sources.

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❖ Protect my skin and eyes from the sun's damaging rays.

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❖ Monitor my medications for skin sensitivity to sun exposure.

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❖ Learn first-aid techniques for heat stress.

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## Goal Sheet

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### *Additional Goals for Women with Disabilities*

My goals for better health are:

- ❖ Eat 5-6 small, well-balanced meals a day—make every calorie count by choosing nutritional foods.
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- ❖ Don't self-medicate when I'm in pain. Talk to a pain specialist who has an awareness of issues that persons with disabilities may face.
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- ❖ Celebrate my abilities and don't define myself by my disability.
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- ❖ Call the ADA information line at 1-800-514-0301 (voice) and ask about accessible health care and other services.
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# Working with the Media

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Press coverage is an integral part of spreading *Pick Your Path to Health* messages to the community and to the public at large. In planning your activity or event, it is important to include flyers, posters, letters, newsletters, and the media (newspapers, radio, television) as essential tools to get the word out to your audience.

There are many opportunities to promote your organization's activities. Matthews Media Group, Inc., (MMG), a contractor on the *Pick Your Path to Health* campaign, will provide media assistance to all community programs throughout the contract period. You do not have to do it alone. MMG will offer media expertise and provide your program with a variety of written pieces—as needed—and will assist in developing a well-targeted media outreach plan for your individual site.

Once you have determined the kind of community events you would like to organize, you will need to include promotion as part of your planning and implementation strategies. Promotion simply means getting the word out—letting the people you want to attend know the what, when, and where, so that they can plan on participating.

Promotion can be as simple as putting up posters and flyers in the community, mailing out letters, word of mouth, or putting an announcement (public service announcement) in the local newspaper. Promotion can also be more involved, such as placing ads in newspapers or using radio or television. The more people who are aware of your event, the better the chances of getting the numbers of participants you would like.

As a starting point, MMG has included some tools you may find useful, along with an explanation of how to use them.

- **Creating and Using a Press Release**
- **Soliciting Proclamations**
- **Creating and Using Talking Points**
- **Creating and Using PSAs**

# Creating and Using a Press Release

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## What is a Press Release?

The press release is your basic tool for communicating with the media. Whether you are publicizing an upcoming event or drawing attention to an important issue related to the *Pick Your Path to Health* campaign, your release should stimulate interest. It should also be connected to something concrete that is happening in your area. Including a local angle to any story you are trying to place with the media greatly increases the likelihood of getting coverage.

If you prefer to develop your own release, begin with an attention-grabbing headline and fill the text with supporting details and a quote from someone in your organization or another local expert or activist. Press releases should be brief and easy to read. Keep the length to one or two pages. Also, include a date for the release and the name and phone number of a person the media can contact. MMG is available to provide face-to-face media training to your spokesperson(s) and can also help develop talking points for each interview.

When you have completed your release, check to be sure you have included the basics: the who, what, when, where, and why of the *Pick Your Path to Health*-related event or theme. This information should be in the first few paragraphs of your release. Then print the release on your letterhead and mail it 2 to 3 days ahead of the release date.

## Fact Sheets and Background Materials

It is not always possible to include all of the information in a one-page letter or press release. In this case, you may want to include some of the women's health information provided in Section I of this kit with your mailings, or you may develop other background materials. MMG can assist in tailoring materials for specific needs and audiences.

Fact sheets can also serve to remind the press about the campaign's central theme—taking manageable steps to women's health—when related topics make the news in a local paper or TV station, or in a feature or style column. Fact sheets can also be used as the information basis of a poster, headline, or flyer.



# Creating and Using a Press Release

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## Sample of a Press Release

FOR IMMEDIATE RELEASE

CONTACT: [Insert Spokesperson's Name]  
[Insert Date]  
[Insert Name of Organization]  
[Insert Telephone Number]

[Insert Organization Name] Joins  
National Women's Health Campaign

Recognizing that women have multiple demands on their time and energy, often putting their own needs last on the "to-do" list, the [Insert Local Organization] is joining a nationwide education campaign, *Pick Your Path to Health*, to help women lead healthier lives.

*Pick Your Path to Health*, a community-based program developed by the U.S. Department of Health and Human Services' Office on Women's Health, encourages women to develop lasting good-health habits. Unlike other health programs that focus on single long-term goals such as losing weight or quitting smoking, *Pick Your Path to Health* suggests simple steps that can fit into any woman's hectic schedule. The campaign focuses on health disparities within different ethnic groups, particularly African American, Asian and Pacific Islander, American Indian and Alaska Native women, Latinas, women who live in rural areas, and women with disabilities.

In celebration of the campaign, [Insert Organization Name] will sponsor the following event(s):

- [List Events/Activities with Dates, Locations, Times]

"All of us hear about exercise programs, weight management programs, and stress reduction classes, but finding the time and money to participate is difficult, especially for women," says [Insert Name and Title of Official]. "*Pick Your Path to Health* focuses on simple, life-oriented steps such as taking the stairs instead of the elevator or taking 10 minutes alone of quiet time. These are practical and easy ways for women to improve their health—physically, spiritually, and emotionally," [Insert Last Name of Official] notes.

Risks and health requirements vary with lifestyle and circumstance, and women need to be informed so they can take actions to improve their own health. For example, heart disease is the number one killer for women in general, but for Asian and Pacific Islander women, cancer is the number one cause of death. Stroke is the third leading cause of death for American women, but it occurs at a higher rate among African American women and Latinas as compared to Caucasian women.

[Insert Organization Name] is working with the Office on Women's Health and other community partners to develop educational events for our area. More information about the *Pick Your Path to Health* campaign is available on the Web at <http://www.4woman.gov/PYPH> or from the local offices of [Insert Organization Name].

# Soliciting Proclamations

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Another way to bring recognition to your *Pick Your Path to Health* event is to get proclamations at the local city or county level.

## Local Proclamations

Ask a local official to issue a *Pick Your Path to Health* or National Women's Health Week proclamation in your city or community. To make it easier for the official and his or her ceremonial services staff, it helps for you to draft a proclamation and send it to them with a cover letter explaining the significance of *Pick Your Path to Health*. Indicate your interest in meeting with the official and request an appointment. For the signing, work with the official's staff to alert the media. Arrange to have a photographer at the signing and distribute the photo to local papers. Be sure to display your proclamation at your *Pick Your Path to Health* events and reproduce it in newsletters and programs.

On the following page is a sample of a proclamation that you can use.

# Soliciting Proclamations

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YOUR TOWN, USA

## Proclamation

- Whereas, National Women's Health Week was being initiated in the dawn of the new millennium by a coalition of public and private organizations dedicated to raising awareness of women's health issues;
- Whereas, From that day forward National Women's Health Week has occurred in the spring with an annual celebration held the week following Mother's Day;
- Whereas, National Women's Health Week is a celebration of women taking responsibility for their own health through greater knowledge and understanding;
- Whereas, National Women's Health Week celebrates the efforts of national and community organizations working with partners and volunteers to improve awareness of key women's health issues;
- Whereas, **[Your Organization's Name]** has chosen **[Your City and State]** to officially launch our local efforts.

Now, therefore, I, \_\_\_\_\_, Mayor of \_\_\_\_\_, on behalf of **[Your Organization's Name]**, do hereby proclaim the week following Mother's Day— Sunday May 9 through Saturday May 15, 2004—to be

## NATIONAL WOMEN'S HEALTH WEEK

In the \_\_\_\_\_, I urge all citizens to participate in the activities planned hereforth.

In testimony whereof, I have hereunto set my hand and caused to be affixed the Seal of \_\_\_\_\_, this \_\_ day of May 2004.

\_\_\_\_\_  
Mayor

\_\_\_\_\_  
City Clerk

# Creating and Using Talking Points

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## What are talking points and how are they used?

This kit provides national talking points, but you will want to create your own for local campaigns. Talking points are used primarily for interviews. The interviews might take place at a press conference, during a question-and-answer session or at the end of a press conference, or during a one-on-one interview with a member of the media. These sessions typically come about in relation to the launch or announcement of a campaign.

Talking points can also be used by speechwriters, who may not be as familiar with the details of a campaign as those directly involved in it. They can help a speaker target statements to the language, perspectives, problems, and concerns of different audiences.

## Sample Talking Points

### Main Messages:

- This campaign was created both to address disparities among women of different ethnic groups and to provide workable health messages to all women.
- Health messages have long been too vague and overwhelming, and often are not realistic within the context of women's busy lives.
- This campaign will help women take manageable actions to improve their health by providing monthly health themes. This will make it easy for women to incorporate simple steps into their busy lives.
- **[Insert Name of Your Organization]** is committed to bringing these health messages to women in our community.
- A coaching program is the central feature of the *Pick Your Path to Health* program in our community. A coach will be assigned to assist each program participant in developing her own goals to attain better health. The *Pick Your Path to Health* monthly themes and overall framework will assist women in incorporating manageable health goals into their everyday lives.
- Campaign themes include: spirituality, weight management, physical activity, alcohol use, mental health, responsible sexual behavior, drug abuse, health care access, prevention, violence prevention, tobacco use, and family.

### Supporting Points:

- *Healthy People 2010* (the Nation's agenda for health in the next decade) showed key health disparities between minority women and white women.

## Creating and Using Talking Points

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- African American women have the highest mortality rate from heart disease (284 per 100,000) of all American women. More than one-third (36 percent) of this population has high blood pressure, in contrast to 19 percent of white women.
- Diabetes was the fourth leading cause of death in 2000 among American Indian/Alaska Native women.
- In 2000, 80 percent of new AIDS cases in women occurred among African American and Hispanic females. African American women had the highest death rate from HIV/AIDS-related diseases of any group of American women.
- Hispanic women are three times more likely to die from HIV/AIDS than are white women. HIV/AIDS is the fourth leading cause of death for Hispanic women between the ages of 25 and 44.
- In 2000, Asian American/Pacific Islanders had the second highest mortality rate from suicide.
- Women tend to be the caretakers in our society—of children, spouses, parents, grandparents, friends, and neighbors—often caring for others before themselves.

[Note: Inform the press that during the next few months, there will be media opportunities to track the progress of program participants.]

# Creating and Using PSAs

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## What is a PSA?

A PSA or public service announcement is a short video or audio announcement that is played on radio or television with the purpose of persuading the audience to take specific action(s) regarding a specific cause. Many radio and television stations air announcements on upcoming community events free of charge.

PSAs can be of varying lengths (10 seconds, 30 seconds, 60 seconds, 90 seconds) but are usually under 2 minutes. They are meant to be direct, giving very specific information and a very specific action to take, such as calling or writing. When placing these ads, the cost will most likely be based on the length of your PSA and how often it is aired.

## How to Get a PSA Aired

All radio and television stations have an advertisement, public affairs, or promotions department. Get in touch with your local radio stations or television stations and ask them about the procedure for getting a PSA aired, but first ask if they have a free community event announcement in place.

## Sample PSAs

### Health Fair: Celebrate Your Health!

Join us! [**Name of Your Organization**] is sponsoring a free community health fair that will focus on the improvement of women's health. This will be your chance to learn about how you can take simple steps to improve your health while getting your blood pressure and cholesterol screened and learning your body mass index. Bring your family, friends, and neighbors on [**Date**] to [**Location**]. For more information, call [**Contact Information**].

### Monthly Workshops: *Pick Your Path to Health* Workshops

Take simple steps to better health by attending our workshop for women on "How to Eat Right—for Busy Women." Find out how you can incorporate healthful and simple strategies to prepare well-balanced and nutritious meals. Join us on [**Date and Place**]. To sign up, call [**Contact Information**].

### Walks/Runs: It's Easier Than You Think!

Staying active, even walking just 10 minutes a day, can improve your health and protect you against heart disease and high blood pressure. Come start your walking regimen by joining the Healthy Heart Walk. [**Date, Place, Start Time**]. Bring your family, friends, and neighbors as we all walk paths to better health. For more information, call [**Contact Information**].

### National Women's Health Week: **Mother's Rule!**

Mother's Day marks the first day of National Women's Health Week, and the *Pick Your Path to Health* campaign is celebrating! African American women and Latinas—this is your chance to take a stand against heart disease and HIV. To find out what simple, manageable steps you can take to improve your health, contact the National Women's Health Information Center at 1-800-994-WOMAN, or log on to <http://www.4woman.gov/whw/2004>.

# Materials Order Form

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Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Number of program participants: \_\_\_\_\_ Date: \_\_\_\_\_

Pick Your Path to Health Materials	Quantity	Date Needed
Poster (18" x 36")		
Pocket Planner – African American		
Pocket Planner – Asian and Pacific Islander		
Pocket Planner – American Indian/Alaska Native		
Pocket Planner – Latinas		
Pocket Planner – Women Living in Rural Areas		
Large Planner – Women with Disabilities		
Pocket Planner – Adolescent Girls		
Listserv Cards – Available in English Only		

Please mail or fax this form to:

*Pick Your Path to Health* Coordinator  
ATTN: Maria Salinas  
2600 Tower Oaks Blvd., Suite 200, Rockville, MD 20852  
301-984-7191 (Phone)  
301-984-7196 (Fax)